

Business Subcommittee

WHO

The goal of the business subcommittee is to engage businesses in a manner that will raise awareness among employees, customers and communities in the hard to count areas. Establishments in the City's hard to count areas are places where people in the community will congregate and have a direct relationship with private sector institutions in the area. Several recommendations by this committee will be critical to the success of the census in Baltimore City. Organizations included in this outreach should include but are not limited to:

- 10 Baltimore Mainstreets
- Merchants Associations
- Building owner and Manager Associations
- Restaurant/Hospitality associations
- Libraries
- Minority owned Businesses
- Big Brother-Big Sister organizations
- Girl and Boy Scout troops
- Boys and Girls Clubs
- Economic Alliance of Greater Baltimore
- Chambers of commerce
- Career centers

HOW

Businesses can play a critical role in reaching the public in many areas of Baltimore city by utilizing several different methods:

Raise Awareness among Business Owners and their employees

- Attend monthly/quarterly trade meetings and job fairs

Direct Contact with Customers

- Utilize newsletters and e-blasts to their customers and employees. This can be valuable because most businesses collect data on their customers and through proper targeting can reach many city customers and employees as well.
- Add Census website link to business websites
- Social Media has become a new way to communicate to people all sorts of different messages. These outlets provide businesses a chance to reach customers that might not be face to face. Outlets such as Facebook and Twitter can be used to advertise messages to many people who might not otherwise look at print media.

Link consumer Activities with Census

- Offer incentives for filling out the census form, for example, gift certificates for submitting a complete form to a grocery store or coffee shop

WHEN

Many of the annual events for business coincide with the active end-of-the-year holiday season. Therefore, special events may need to be planned between January and April 1, 2010 to provide Census messaging among key businesses.

- November 5th –Veterans Job Fair

Other events that have been scheduled but have no dates yet:

- Dollar days
- Miracle on Mainstreet (Thanksgiving to Christmas)
- Restaurant week
- Meet the Station Managers—this is an opportunity for riders on the MTA to meet the managers of the stations

WHERE

- Belair/Edison Mainstreet
- Highlandtown Mainstreet
- Fells Point Mainstreet
- Brooklyn Mainstreet
- East Monument St. Mainstreet
- Federal Hill Mainstreet
- Hamilton-Lauraville Mainstreet
- Pennsylvania Avenue Mainstreet
- Pigtown Mainstreet
- Waverly Mainstreet
- MTA-Bus, Light-rail, subway
- YMCA
- Laundromats
- Barbershops and Beauty shops
- Goodwill
- Salvation Army
- Value Village
- Walters Art Gallery
- Port Discovery
- Science Center
- BMA (Baltimore Museum of Art)
- Visionary Arts Museum
- African American Heritage Museum
- Orioles (Camden Yards)
- Ravens (M&T Bank stadium)
- First Mariner Arena

